

Highlights 2016

Arizona School Boards Association

ASBA works toward the best schools in every Arizona community by cultivating excellence in locally-governed school districts.

New in 2016: A crystallized vision and mission



The Go-To Resource on Public Education

ASBA's long and respected history as a non-partisan public education advocacy organization continued to make the association and its experienced and knowledgeable staff sought after as resources on critical issues impacting our public schools. In 2016, staff directors sat on more than a dozen state-level tasks forces and committees, where they provided critical input and information and ensured the voice of ASBA member districts was heard.

Partnerships with organizations pursuing similar goals and objectives, such as the business, child well-being, public education, healthcare and faith community groups collaborating under the Arizona Schools Now banner and the Adverse Childhood Experiences Consortium, have enabled ASBA to extend its impact and influence.

ASBA staff and members of the ASBA Board of Directors executive committee presented on issues of high importance to school boards and public schools at the invitation of a wide variety of community, professional, civic and governmental organizations throughout Arizona.

ASBA continued to be a primary source for state and national media, through our experts on Arizona public education and coordinated by our communications department, as well as reporting by ASBA's Arizona Education News Service (azednews.com) staff.

National Impact

ASBA 2016 President Kathy Knecht was elected chair of the NSBA Pacific Region. ASBA 2016 Immediate Past President Jesus Rubalcava began serving on the NSBA Board of Directors as Pacific Region representative.

ASBA's executive director and staff directors presented to peer leaders from state school boards associations throughout the nation on ASBA-developed best practices and initiatives in the policy, communications, technology, leadership, and legislative and legal arenas.

ASBA senior leaders, with Arizona district partners, and author and educator Gary R. Howard, presented "Achieving Equity," the top-attended half-day preconference at the National School Boards Association Annual Conference in Boston in April 2016.

NSBA's first Equity Symposium, which was inspired by ASBA's inaugural Equity Event (2015), was held in June 2016 in Washington, D.C.

Passage of Prop. 123

2016 saw the successful settlement of an eight-year legislative and legal battle to secure statutorily required inflation funding for Arizona public schools (*Cave Creek USD, et. al. v. DeWit, et. al.*). This was an effort begun and led by ASBA, with litigation partners joining our efforts during the process.

This milestone effort was finalized by Arizona voters through passage of Prop. 123 in May 2016. The vote provides a constitutional method to pay for the continued inflation funding required by statute.

From October 2015 when the Legislature called for a special election to the May 2016 election, ASBA served as a strong and factual resource on the facts of the case for members, the media and others on the facts of the lawsuit and aspects of the settlement agreement.

Because of our efforts, Arizona school districts and charter schools will receive \$3.5 billion over the next 10 years to assist in filling the hole left by the Legislature's failure to meet its statutory responsibility.

Legislative Advocacy

ASBA was highly effective in curtailing expansion of vouchers (Empowerment Scholarship Accounts), facilitating a "hold harmless" year in the transition to current year funding for districts with declining enrollment and restoring JTED cuts that were slated to take effect for FY2017.

We streamlined and further modernized our Political Agenda, categorizing our members' priorities, as voted on by members at the Delegate Assembly, in three areas: Resources for Schools, Local Control & Governance and State Education Policy.

Our Governmental Relations team was enhanced and revitalized with the hiring of a new Director of Governmental Relations and a Governmental Relations Analyst.

The executive committee of the ASBA Board of Directors led the delegation at the NSBA Advocacy Institute and met with nearly all Arizona's congressional members and staff.

Leading for Equity

In its second year, ASBA's Equity Event saw increased attendance, including numerous attendees from outside Arizona.

Multiple equity-focused breakout sessions were integrated in every major ASBA conference.

Communications

ASBA increased engagement levels on social media platforms by 64 percent.

We diversified advocacy, informational and marketing communications through increased use of infographics and video. An ASBA animated video about vouchers, released in October 2016, garnered 6,499 online views in a single week.

ASBA established a consistent member e-News, ASBA Connect, and increased average time on web page by 136.6 seconds.

AZEdNews, our statewide education news service, now has over 15,000 Facebook and Twitter followers and has published over 200 original articles.

The website (azednews.com) had nearly half-a-million visitors over the past 12 months. In November, the site was redesigned and relaunched, making it more dynamic, easier to navigate and mobile friendly.

Expanded Research Capacity

ASBA, in partnership with the Arizona Association of School Business Officials, hired a Director of Research to conduct and manage research on a state and national level, develop and implement dashboards and other systems for data collection and analysis, and create regular reports that support the needs of Arizona public schools, with an emphasis on school finance, student achievement and factors that impact school/student performance.

Workshops, Conferences and Webinars

ASBA conducted 31 conferences and workshops in 2016, which provided access to nationally known keynote speakers that included Dr. Pedro Noguera, David Pogue, Jim Walsh and Mary Beth Tinker

In all, 197 discreet sessions were presented on aspects of leadership, governance, public policy, school finance, legislative issues, legal issues, district policy communications and technology.

Combined attendance at member events was more than 3,200.

Attendance at 2016 New Board Member Orientation was up 45 percent over attendance in 2014.

We hosted more than a dozen webinars on topics including ESSA, Do's and Don'ts of Bonds and Overrides and the Impact of Prop. 206 on Arizona's public schools.

ASBA also provided a series of webinars for individuals considering running for seats on their local school board focused on roles, responsibilities and rewards of service.

Customized Team Trainings and Facilitation

ASBA conducted more than 75 customized, on-site trainings for individual boards across Arizona on leadership, governance and legal issues. We continued to expand our offering of training and facilitation services to include district-wide strategic planning, mediation services, offerings based on NSBA's The Key Work of School Boards, and facilitation support.

Offerings for Administrative Professionals

We responded to the need for training and supporting school district administrative professionals who support governing boards and superintendents. The initiative included launching an e-newsletter exclusively for them, and offering 20 hours of training, including a webinar series exclusively developed for administrative professionals who support the governing board and district leadership team.

Policy Services

ASBA Policy Services began development of an employee handbook subscription service, scheduled for mid-2017 roll-out to members.

ASBA's cloud-based PolicyBridge platform became a model for a similar policy delivery platform by the Ohio School Boards Association.

Executive Searches

ASBA was retained by member boards throughout the state to conduct search services ranging from full searches for a new superintendent to advertising for an interim superintendent. Each search also included a free on-boarding training session for the board and superintendent.

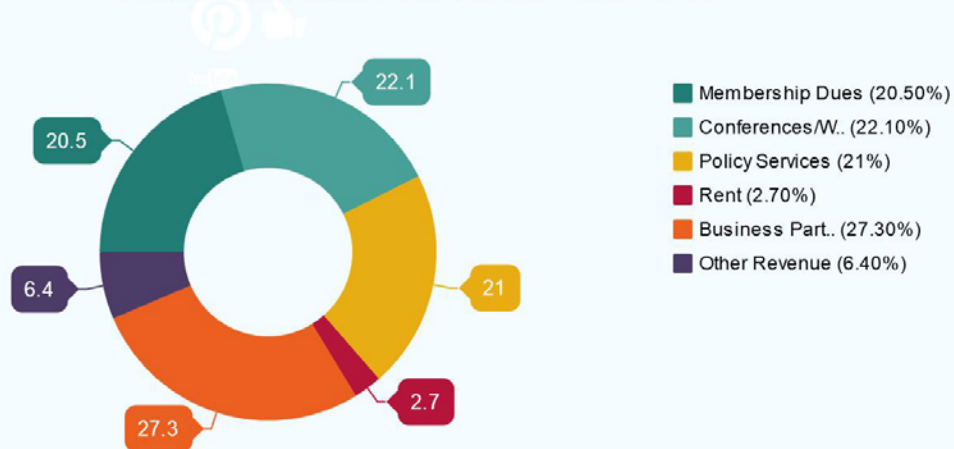
ASBA History

A history of our impact and influence from 1990-2015 was published in print and online (azsba.org/history). It complements an earlier book covering our 1949 founding through 1989.

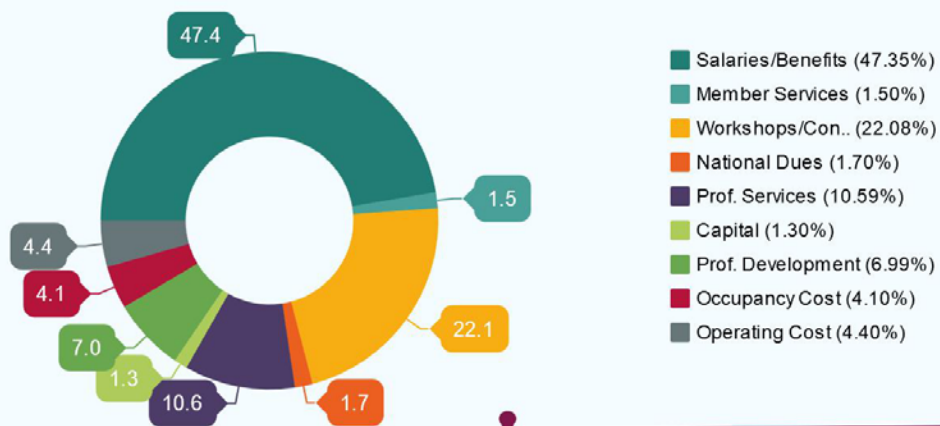
Financial Health

ASBA is in sound financial standing. Our auditors, Brett Backlund and Associates, presented a clean review with no findings to ASBA's Audit and Finance Committee in September 2016. The charts below illustrate the source of ASBA revenues and how dollars were spent in Fiscal Year 2016.

Actual Revenues for Fiscal Year 2016



Actual Expenses for Fiscal Year 2016



Business Partners

ASBA became the exclusive Arizona K-12 marketing partner for BoardDocs, the nation's leading e-governance solution, lowering the cost of the product for many districts.

Cost Control Associates renewed its year-long Very Important Partner gold sponsorship.

We deepened our ties with The Trust, including adding mini-Trust Academies to the Annual Conference line-up.

We continued to enjoy support from our long-term relationship with ASBAIT.

